LOW TAR ADVERTISING
($Millions)

	1971	1976	1980	1981
LOW TAR SPENDING	*	$197	$600	$801
PERCENT OF TOTAL ADVTG.	*	46%	81%	86%

&NOT MEASURED UNTIL 1976

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Source: https://www.industrydocuments.ucsf.edu/docs/rlvn0004